

ABSTRACT

Provided are a vinyl chloride resin composition having good melt flowability without lowering the softening temperature and the mechanical strength properties of the molded articles thereof even when various compounding ingredients are not added thereto in a large amount, and a molded article obtained by the composition. The present invention is attained by a vinyl chloride resin composition prepared by adding a vinyl chloride copolymer resin obtained by copolymerizing a vinyl monomer and a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain, to a vinyl chloride resin.